

The National Healthy Mothers, Healthy Babies Coalition, known as HMHB, recently launched an exciting new service to help expecting and new mothers care for their babies.

Known as "text4baby," this free service allows pregnant women and new mothers to receive text messages on their cell phones reminding them of upcoming appointments, the need for prenatal care and how to care for newborns.

The program also provides phone numbers and contact information for clinics, doctors and state and local programs. Text4baby is the first large-scale foray into free mobile health education.

The program is designed to help reduce infant mortality and offer babies the best possible start in life. More than 500,000 babies are born prematurely in the United States, and 28,000 die before their first birthday. Infant mortality rate in the United States is among the highest in the industrialized world.

Women can sign up for this free service by texting BABY to 511411 (BEBE for the Spanish version). Those who sign up for the program will receive text messages each week until the baby's first birthday covering issues such as the need for immunizations, how to provide proper nutrition and tactics for safe sleeping.

For more information on this program, visit www.text4baby.org.

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